

# CONTRACT



**WHNS-TV**  
**Meredith Corporation**  
**Fed ID 42-0410230**  
**21 Interstate Court**  
**Greenville, SC 29615**  
**(864)288-2100**

www.foxcarolina.com

And:

**Smart Media Group**  
**814 King Street, Suite 400**  
**Alexandria, VA 22314**  
**USA**

<u>Contract / Revision</u> 485854 /		<u>Alt Order #</u> 06224375
<u>Product</u> MCCRORY FOR GOVERNOR		
<u>Contract Dates</u> 10/22/12 - 10/28/12		<u>Estimate #</u> C22C28
<u>Advertiser</u> Pat McCrory For Gov NC		<u>Original Date / Revision</u> 07/18/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WHNS	<u>Account Executive</u> Jim Quinn	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1046	<u>Advertiser Code</u> MCCRO	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WHNS	10/26/12	10/26/12	House	Fri 8-9p		:30			NM	1	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	-----1---	1			\$855.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WHNS	10/22/12-10/28/12	House	Fri 8-9p	-----F-----	:30		\$855.00	NM		
		See MG 1.2										
	2	WHNS	10/26/12-10/26/12	Fri 8-9p	Fri 8-9p	-----F----	:30		\$855.00	NM		
		Ⓜ MG for 1.1 10/26										
D 2	WHNS	10/22/12	10/22/12	Bones	Mon 8-9p		:30			NM	0	\$0.00
N 3	WHNS	10/25/12	10/25/12	X Factor	Thu 8-9p		:30			NM	5	\$6,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	---1---	1			\$2,465.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WHNS	10/22/12-10/28/12	X Factor	Thu 8-9p	-----Th-----	:30		\$2,465.00	NM		
		See MG 3.2, 3.3, 3.4, 3.5, 3.6										
	2	WHNS	10/25/12-10/25/12	MLB World Series	Thu 8-1130p	----Th-----	:30		\$2,800.00	NM		
		Ⓜ MG for 4.1, 4.2, 3.1										
	3	WHNS	10/24/12-10/24/12	MLB World Series	Wed 8-1130p	---W-----	:30		\$2,800.00	NM		
		Ⓜ MG for 4.1, 4.2, 3.1										
	4	WHNS	10/23/12-10/26/12	Tu-F 7-8a	Tu-F 7-8a	-TuWThF----	:30		\$255.00	NM		
		Ⓜ MG for 4.1, 4.2, 3.1										
	5	WHNS	10/23/12-10/26/12	Tu-F 7-8a	Tu-F 7-8a	-TuWThF----	:30		\$255.00	NM		
		Ⓜ MG for 4.1, 4.2, 3.1										
	6	WHNS	10/23/12-10/26/12	Tu-F 6-630p	Tu-F 6-630p	-TuWThF----	:30		\$300.00	NM		
		Ⓜ MG for 4.1, 4.2, 3.1										
N 4	WHNS	10/24/12	10/24/12	X Factor	Wed 8-10p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/22/12	10/28/12	---2---	2			\$1,975.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WHNS	10/22/12-10/28/12	X Factor	Wed 8-10p	---W-----	:30		\$1,975.00	NM		
		See MG 3.2, 3.3, 3.4, 3.5, 3.6										
	2	WHNS	10/22/12-10/28/12	X Factor	Wed 8-10p	---W-----	:30		\$1,975.00	NM		
		See MG 3.2, 3.3, 3.4, 3.5, 3.6										

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Contract / Revision	Alt Order #
485854 /	06224375

Contract Dates	Product	Estimate #
10/22/12 - 10/28/12	MCCRORY FOR GOVE	C22C28

Advertiser	Original Date / Revision
Pat McCrory For Gov NC	07/18/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 5	WHNS	10/26/12	10/26/12	Late News	Fri 10-11p		:30			NM	1	\$355.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$355.00			
N 6	WHNS	10/26/12	10/26/12	Morning News	Fri 6-7a		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$95.00			
N 7	WHNS	10/26/12	10/26/12	Fri 7-8a	Fri 7a-8a		:30			NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$160.00			
N 8	WHNS	10/26/12	10/26/12	Fri 8-9a	Fri 8-9a		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$60.00			
N 9	WHNS	10/26/12	10/26/12	Fri 8-9p	Fri 8-9p		:30			NM	1	\$855.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$855.00			
D 10	WHNS	10/22/12	10/22/12	Late News	Mon 10-11p		:30			NM	0	\$0.00
N 11	WHNS	10/22/12	10/22/12	Morning News	Mon 6-7a		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	M-----				1	\$95.00			
N 12	WHNS	10/22/12	10/22/12	Mon 7-8a	Mon 7-8a		:30			NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	M-----				1	\$160.00			
N 13	WHNS	10/22/12	10/22/12	Mon 8-9a	Mon 8-9a		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	M-----				1	\$60.00			
D 14	WHNS	10/27/12	10/27/12	Late News	Sat 10-11p		:30			NM	0	\$0.00
D 15	WHNS	10/27/12	10/27/12	Late News	Sat 10-11p		:30			NM	0	\$0.00
D 16	WHNS	10/28/12	10/28/12	Late News	Sun 10-11p		:30			NM	0	\$0.00
D 17	WHNS	10/28/12	10/28/12	Late News	Sun 10-11p		:30			NM	0	\$0.00
N 18	WHNS	10/28/12	10/28/12	Fox News Sunday	Su 11-12p		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$60.00			
D 19	WHNS	10/25/12	10/25/12	Late News	Thu 10-11p		:30			NM	0	\$0.00
N 20	WHNS	10/25/12	10/25/12	Morning News	Thu 6-7a		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---T---				1	\$95.00			
N 21	WHNS	10/25/12	10/25/12	Thu 7-8a	Thu 7a-8a		:30			NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---T---				1	\$160.00			
N 22	WHNS	10/25/12	10/25/12	Thu 8-9a	Thu 8-9a		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	---T---				1	\$60.00			
N 23	WHNS	10/23/12	10/23/12	Late News	Tue 10-11p		:30			NM	1	\$355.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-T-----				1	\$355.00			
N 24	WHNS	10/23/12	10/23/12	Morning News	Tue 6-7a		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-T-----				1	\$95.00			
N 25	WHNS	10/23/12	10/23/12	Tue 7-8a	Tue 7a-8a		:30			NM	1	\$160.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$160.00			
N 26	WHNS	10/23/12	10/23/12	Tue 8-9a	Tue 8-9a		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$60.00			
D 27	WHNS	10/24/12	10/24/12	Late News	Wed 10-11p		:30			NM	0	\$0.00
N 28	WHNS	10/24/12	10/24/12	Morning News	Wed 6-7a		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$95.00			
N 29	WHNS	10/24/12	10/24/12	Wed 7-8a	Wed 7a-8a		:30			NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$160.00			
N 30	WHNS	10/24/12	10/24/12	Wed 8-9a	Wed 8-9a		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$60.00			
N 31	WHNS	10/28/12	10/28/12	Panthers Early Game	1-4p		:30			NM	1	\$3,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$3,520.00			
N 32	WHNS	10/25/12	10/25/12	Fox Carolina News Tonight	11p-12a		:30			NM	1	\$355.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----T----				1	\$355.00			
D 33	WHNS	10/22/12	10/22/12	Fox Carolina News Tonight	11p-12a		:30			NM	0	\$0.00
N 34	WHNS	10/24/12	10/24/12	Fox Carolina News Tonight	11p-12a		:30			NM	1	\$355.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$355.00			
N 35	WHNS	10/28/12	10/28/12	Delayed Late News	M-SU 1030p-12x		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$355.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WHNS	10/22/12-10/28/12	Delayed Late News	M-SU 1030p-12x	-----Su	:30	\$355.00	NM		
Unresolved												
N 36	WHNS	10/27/12	10/27/12	BB World Series	M-F, Sa-Su 8-11p		:30			NM	1	\$1,420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$1,420.00			
N 37	WHNS	10/28/12	10/28/12	BB World Series	M-F, Sa-Su 8-11p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,500.00			
Totals											30	\$17,615.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	30	\$17,615.00	\$14,972.75
<b>Totals</b>	<b>30</b>	<b>\$17,615.00</b>	<b>\$14,972.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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